



SAHARA DESERT TREK FUNDRAISING TIPS

THANK YOU!

On behalf of everyone at Nugent and the beneficiaries we support, we'd like to thank you for your courage and commitment to signing up for the Nugent Sahara Desert Trek. The unique magic of this trek will be made even more memorable by the treasures you'll find in the Sahara desert.

Delve into an out-of-this-world landscape to discover ancient cultures, dramatic desert environments, and some of the starriest skies you've ever seen. Enjoy spending time with #TeamNugent and learning more about the meaningful work we carry out across Merseyside - caring for, educating, protecting and inspiring those in need.

The fundraising team will support you every step of the way, and to help you on your fundraising journey, we've prepared some tips and tricks to get you started.

Thank you for being a Nugent Hero and happy fundraising!



1) SECURE YOUR PLACE ON THE TRIP

Firstly, to secure your place on the Sahara Desert Trek you must fill in the [Nugent Sahara Desert Challenge Booking Form](https://wearenugent.org/fundraising/sahara-desert-trek) at wearenugent.org/fundraising/sahara-desert-trek and pay a non-refundable registration fee of £400 to Tribal Tracks (account details are on the booking form).

Once you have booked your place, we'd love to hear more about what you'll be doing to raise funds! Tell us about what you're up to by emailing fundraising@wearenugent.org. This way, we can make sure that you get the support you need throughout your fundraising journey.

FUNDING OPTIONS

There are 2 options to fund your trip:

OPTION 1: SELF-FUNDING

This option means you'll be funding the trip yourself and will be required to reach a minimum fundraising target.

- To take part you must pay a non-refundable registration fee of £400 to Tribal Tracks (account details are on the online booking form).
- The total cost of the trip is £1795 (including the registration fee). The final payment of £1395 is due by the 3rd of September 2023.
- As part of the challenge we ask you to fundraise a minimum target of £1000 - 80% of the target must be transferred to Nugent by the 3rd of September 2023. The remaining 20% must be transferred by the 16th of December 2023.

OPTION 2: MINIMUM FUNDRAISING

This option will require you to fundraise enough funds to cover your trip and the minimum fundraising target.

- To take part you must pay a registration fee of £400 to Tribal Tracks (account details are on the online booking form) or if you have already raised the funds, it can be taken directly from the fundraised amount.
- Total minimum sponsorship sum is £2395.
- 80% of the minimum sponsorship sum (£1916) must be transferred to Nugent by the 3rd of September 2023.
- The remaining 20% of the minimum sponsorship sum (£479) is due no later than the 16th of December 2023.

2) SET UP AN ONLINE FUNDRAISING PAGE

The best way to kick-start your fundraising is to set up an online giving page.

To help raise money for Nugent, you can set up a free fundraising page with Local Giving where you can keep track of your donations, have your own fundraising link and thank your supporters.

To set up your fundraising page, please follow these 4 easy steps:

- Register an account with **localgiving.org**.
- Select Nugent as your chosen charity
- Select Sahara Desert Trek 2023 as the project.
- Create a title for your fundraising page.
- Customise your page with images, a bio and a fundraising target
- Share your fundraising link.

Having a well written and engaging fundraising page is the best way to connect with potential supporters!

Need tips on how to create an engaging fundraising page? Take a look at these!

- Keep your page layout clean, short and snappy.
- Challenge your supporters, set milestones to help them reach 100% of your goal. Can you do something in return for reaching 20%, 50% and 100% of your fundraising target? Be creative, put incentives in place for your donors. Here are some ideas:
 - 25%: I won't speak in the office for a whole day
 - 50%: I'll make tea for every person in the office for a day
 - 100%: I'll come into the office in fancy dress
- Keep your page up to date with photos and updates of your journey!



3) TELL YOUR FUNDRAISING STORY

Once your fundraising page is set up, don't forget to personalise it. Adding things like a profile photo, a story about what you're doing and why, and a fundraising target really help. You're doing something amazing to help people who need it most. Tell people about it and motivate them to support you.

Tell your story in sections, detailing: the cause, the challenge, why you are doing it, how you are challenging yourself, how the funds raised will make a difference.

The following pages will give you some information to help you write your story, but also feel free to copy and paste them directly onto your page.



THE CAUSE

Nugent is a registered charity serving children and adults of all ages across the North West.

Founded in 1881, they have over 140 years of experience operating care, education, community, and social work services. As a leading voice in the care sector, Nugent look to improve health, life chances, quality of life, and levels of achievement while reducing poverty and increasing safety for all.

Services Nugent operate include:

- Care homes for vulnerable and disadvantaged children and young people.
- A secure home for children and young people with complex needs.
- A school for young people with a range of complex social, emotional and mental health (SEMH) needs.
- Care homes for adults living with dementia or acquired brain injuries.
- An adoption service.
- A multitude of community-based support services.
- Outreach initiatives aimed at tackling all forms of poverty.

THE CHALLENGE

In November I'll be taking part in The Nugent Sahara Desert Trek Challenge!

On the 12th of November I'll be flying to Morocco to start a gruelling 100km trek across the scorching Sahara Desert.

The trek will be a demanding challenge of my physical and mental strength. I'll be hiking 15-30km per day in blistering heat through gorges and sand dunes. I'll then be sleeping under the night sky in freezing temperatures with nothing but a tent for shelter.



WHY ARE YOU DOING IT AND HOW ARE YOU CHALLENGING YOURSELF?

Let people know why you're doing this and what makes it a challenge for you. Here are a few examples of reasons you might give:

- Perhaps you have a personal connection to the types of causes that Nugent serve.
- This is challenging because it's out of your comfort zone.
- If you're not typically very active, you could highlight the fact that you'll need to do a lot of training.
- Tell *your* story about why you're doing the trek and how it's challenging you.

HOW THE FUNDS RAISED WILL HELP MAKE A DIFFERENCE

The funds raised from this trek will go to Nugent and help them to make a difference in the lives of children, young people, families, and adults who are vulnerable or at risk in the North West.

My donation could go to providing a family with a weekly shop, it could help purchase essentials for a new home, or I could help start a new project to help those in need.

4) KICK-START YOUR FUNDRAISING

Signing up means you have a minimum sum that you must raise to reach your target, here are some of our top tips to get you started on raising the funds!

- Download the provided graphics for your email signature and social posts.
- Include the link to your Local Giving page in your email signature.
- Share your story with family and friends and ask them to share further.
- Get publicity - speak to your local newspaper, radio stations and even TV to share your challenge.
- Share your fundraiser across social media channels.
- Team up with a local business:
 - Do you have a business supplier who could sponsor you? Could they sponsor your clothing and provide you with branded merchandise?



- Create business networking cards that link to your Local Giving page to spread the word of your journey easier – you can use free tools like Canva to design your cards.
- Organise an office sweepstake for large events like the FA Cup, Eurovision and the Grand National.
- Give something up for a week, day, month:
 - Do you have a coffee addiction? What about chocolate? Give it up for a period of time and donate the saved money to your fundraiser
- Create an event (quiz, comedy night, bingo, pool, golf, coffee morning)
 - The fundraising team will be more than happy to help with this!
- Encouraging supporters to Gift Aid their donations (this allows us to claim tax which increases the donation amount at no extra cost!)

5) DOWNLOAD A TRAINING TRACKING APP

There are many apps you can download to track your training allowing you to show your friends, family and supporters the hard work you are putting in. We recommend using Strava to log your training as it has a tracking feature, you can sync it with your devices to measure your performance and share every session with photos and progress with friends!

Our training app suggestions:

- Strava
- Map My Ride
- Cycle Meter
- Cycle Streets
- Training Peaks
- Run Keeper
- KoMoot

6) DOCUMENT YOUR EXPERIENCE!

We'd love it if you could record videos and take pictures throughout your Sahara adventure! It would be fantastic if you could share your videos/pictures of your incredible journey on social media and tag **@wearenugent** with the hashtag **#NugentSaharaTrek** to show everyone your amazing achievement and to spread the word about Nugent even further.

Be fun and creative with documenting your experience, this might catch the eyes of new supporters! For creative ideas you can see a list on the right.

- **Create a TikTok account** – post TikToks of your progress, make funny videos, create a “day in the life” training video. If you're not a TikTok pro but would like advice, please contact the fundraising team and we'll be more than happy to help.
- **Create a YouTube channel** – if TikTok is not your thing you can always post the same content on YouTube!
- **Upload your photos across your social media accounts**, be sure to wear your sponsored merchandise and show off your new kit

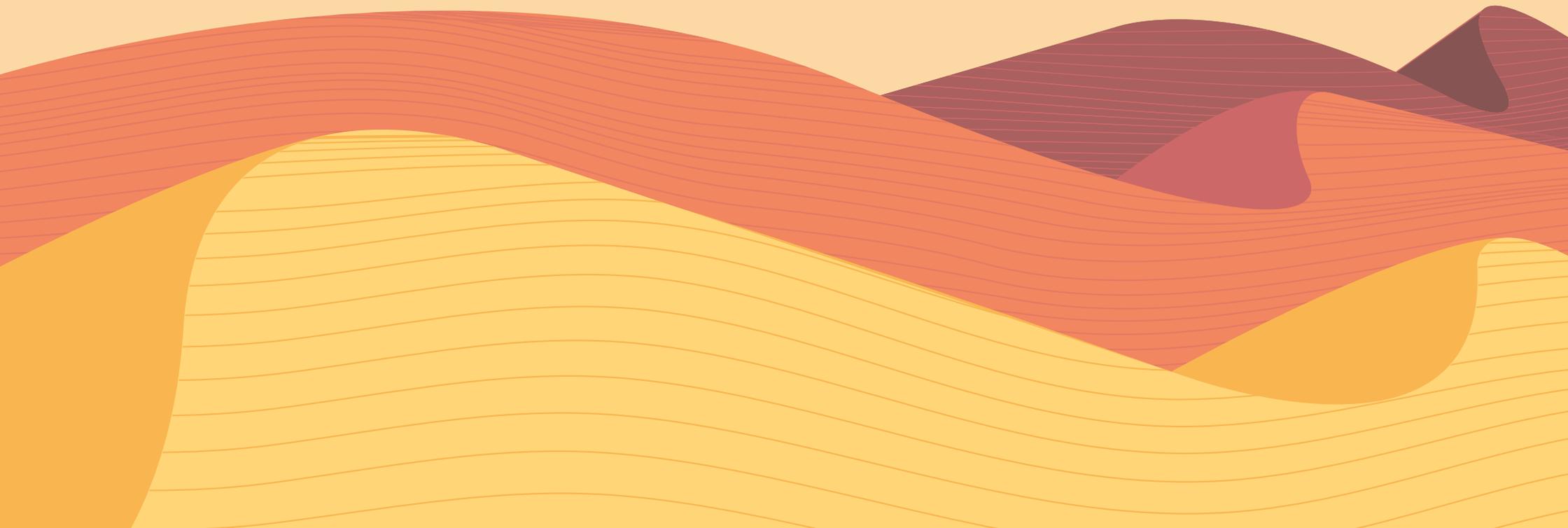
If you need any help or advice on how to promote your journey on social media, we'll always be on hand to help!



7) KEEP IN TOUCH!

We'd love to hear all about your journey and fundraising progress. You can arrange a 1-1 with our fundraising team to catch up and ask for any support or advice! We're here to support you throughout your journey!

You can reach us by emailing fundraising@wearenugent.org





If you need any help, don't hesitate to reach out to the Fundraising Team:



0151 261 2000



fundraising@wearenugent.org

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